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## **exe Hotels, THE FIRST BRAND OF INDEPENDENT HOTELS AND SMALL CHAINS FOR EXECUTIVES, ATTENDS FITUR FOR THE FIRST TIME**

**The brand presents the first 2010 edition of its International Directory of Hotels with a portfolio of 74 hotels divided between national (55) and international (19) areas.**

*Barcelona, 20 January 2010* – [exe Hotels](#), the first brand specialised in the representation of business hotels worldwide, attends the **30<sup>th</sup> FITUR** for the first time with a stand at which 40 of its member establishments will be represented.

The event will be the setting for the brand to present the first edition of its **International Directory of Hotels 2010**, made up of 74 establishments distributed throughout Spain (55 hotels) as well as internationally (19). They are perfect hotels for professionals looking for practicality on their business trips and who, at the same time, put a high value on an outstanding service and facilities and which also provide an excellent alternative for their holiday stays.

The brand slogan, **“Come for business, stay for pleasure”**, springs from this guarantee of service that highlights the added value its member hotels offer to those who choose to transform a necessary stay into a pleasant stay.

**exe Hotels** benefits from presence in 37 destinations, mainly in Spain, but also in large European cities as well as in New York. In its directory, the brand presents a new segmentation element (**exe plus**), which will give rise to two seals of guarantee: **EVENTS**, which will include those establishments designed to meet the clients' needs with regard to company meetings, incentive events and congresses and **CORPORE**, which will bring together those establishments that guarantee services for the purposes of nurturing both body and mind.

The brand has a categorization system structured along three lines that define in a more precise way what its establishments have to offer: **Excellence**, includes the hotels which stand out for their sophisticated facilities and excellent level of service; the hotels coming within the category of **Premier** excel for their high level of service, a penchant for detail and flawless facilities; finally, **Comfort** hotels offer optimum value for money for those travellers in search of comfort and restrained but tasteful design.

Those hotels which are interested in joining **exe Hotels** must fulfil the following requirements: have a 3 to 4 star corporate hotel category, a minimum of 30 urban-type rooms, fit in with the concepts of uniqueness and practicality (for their location, hotel and room services, efficiency, setting, architecture, differentiation and innovation) and comply with strict quality standards that can be measured by an initial inspection.

In order to help its development, **exe Hotels** has used the experience and know how of [Keytel](#), the hotel representative with more than 1,600 establishments in more than 53 countries. Apart from the comprehensive distribution offered by the **Keytel** channels to more than 100,000 points of sale and different integrations, **exe Hotels** will benefit from the company's commercial network in several Spanish cities, as well as in **London, Rome, Lisbon, Buenos Aires and Bangkok**. The brand will make its presence felt at several International trade fairs, will organise hundreds of commercial events worldwide and has an exclusive web portal with its whole range of services at ([www.exehotels.com](http://www.exehotels.com)).



Communications department, exe Hotels  
Tel. 93 216 38 16/ Fax. 93 451 84 63  
E-mail: [comunicacion@exehotels.com](mailto:comunicacion@exehotels.com)  
Web: [www.exehotels.com](http://www.exehotels.com)

## PORTFOLIO of exe Hotels

### SPAIN

Alcobendas (Madrid)	E. Gran Madrid
Alicante	Spa Porta Maris & Suites del Mar
Badajoz	Badajoz Center
Barberá del Valles (Barcelona)	Eurostars Barberá Parc
Barcelona	Regina
	Wilson Hotel Boutique
	Amrey Diagonal
	Barcelona Center
	Alimara
	E. Anglí
	E. Cristal Palace
Castellón	Hotel Intur Castellon
Cerdanyola del Valles (Barcelona)	E. Parc del Vallés
Córdoba	E. Las Adelfas
	Córdoba Center
El Puerto de Santa Maria (Cádiz)	Los Jándalos Santa Maria
Gijón	Alcomar
Girona	Carlemany
Granada	Abades Nevada Palace
	Granada Center
Hospitalet de Llobregat (Barcelona)	Fira Congress
Hospitalet de Llobregat (Barcelona)	Eurostars Lex
Ibiza	Royal Plaza
Jerez de la Frontera (Cádiz)	Los Jándalos Jerez & Spa
La Coruña	E. Ciudad de La Coruña
Las Palmas de Gran Canarias	Santa Catalina
León	E. León
	Infantas de León
	Conde Luna



Madrid

Oviedo

Palencia

Palma de Mallorca

Pamplona

San Sebastián

San Sebastián de los Reyes

Sant Boi de Llobregat (Barcelona)

Sant Cugat del Vallès (Barcelona)

Santa Cruz de Tenerife

Santander

Santiago de Compostela

Sevilla

Torrellano (Alicante)

Valencia

Vitoria-Gasteiz

Zaragoza

Zaragoza

Munich

Andorra la Vella

Viena

Viena

Brussels

Brussels

New York

Paris

Budapest

London

El Prado

Lope de Vega

E. Zarzuela Park

Hotel M

E. Diana Palace

Saratoga

Cross Elorz

Puerta del Camino

Palacio de Aiete

Arturo Norte

Frontair Congress

Sant Cugat Hotel & Restaurante

Contemporáneo

Bahía

Hoyuela

Puerta del Camino

Sevilla Center

Bécquer

E. Isla Cartuja

Areca

Valencia Center

E. Gran Valencia

Gran Hotel Lakua

Hiberus

E. Plaza Delicias

#### GERMANY

Eurostars Grand Central

#### ANDORRA

Salvia D'Or

#### AUSTRIA

E. Vienna

E. Embassy

#### BELGIUM

E. Grand Place

E. Sablon

#### USA

E. Wall Street

#### FRANCE

Park Lane

#### HUNGARY

E. Budapest Center

#### ENGLAND

Kensington Rooms



ITALY

Lucca  
Rome  
Rome  
Rome  
Rome  
Florence

E. Toscana  
E. Roma Congress  
E. Aeterna  
E. International Palace  
Pulitzer Roma  
La Fortezza

PORTUGAL

Lisbon  
Porto  
Setúbal

Altis Park  
E. das Artes  
Estalagem do Sado

